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**FACSIMILE TRANSMITTAL SHEET****DATE:** June 9, 2006**TO:** U. S. Patent and Trademark Office**FAX#:** (571) 273-8300**FROM:** Sonia K. Guterman, Registration Number 44,729**TOTAL PAGES, INCLUDING COVER:** 17**RE:** Amendment and Response

U.S. Patent Application Serial No.10/017,377

Title: Micro-Auction on Television for the Selection of Commercials

Filed: December 14, 2001

Inventor: Yassin et al.

**COMMENTS:**

Attached please find a Response regarding the above application. Please do not hesitate to contact us if you have any questions.



Sonia K. Guterman

Reg. No. 44,729

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10/017,377  
Response to Office Action of March 10, 2006  
Via facsimile 571-273-8300  
Date of Deposit: June 9, 2006

Attorney Docket Number US 010502

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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS: Yassin et al.  
SERIAL NUMBER: 10/017,377 EXAMINER: Van Handel, Michael P.  
FILING DATE: December 14, 2001 ART UNIT: 2617  
TITLE: Micro-Auction on Television for the Selection of Commercials

Mail Stop Amendment  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

Boston, Massachusetts  
June 9, 2006

## RESPONSE

This paper is in response to an Office Action mailed March 10, 2006 from the United States Patent and Trademark Office.

As this response is filed on or before June 10, 2006, Applicants believe that no extension fee is due. However please charge any fee that may be due to Deposit Account Number 503344, Ref. No. 30368-021.

Amendments to the specification are found on page 2.

Amendments to the claims are found beginning on page 3.

Remarks begin on page 8.

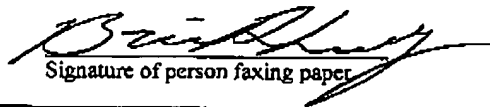
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Certificate of Deposit Under 37 C.F.R. § 1.8

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Pursuant to 37 C.F.R. §1.8, I hereby certify that the attached Amendment and Response is being deposited with the United States Patent and Trademark Office via facsimile to 571-273-8300.

Date: June 9, 2006

  
Signature of person faxing paper

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